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**Updated: Nov. 3, 2021**

## Talking Points

### COVID-19 Vaccines

- All the available COVID-19 vaccines have been proven safe and effective at preventing serious illness, hospitalization, and death from COVID-19. Getting vaccinated can help protect you from serious cases of COVID-19 which could result in hospitalization or death.
- The COVID-19 vaccine development process included several steps comparable with those used to develop earlier vaccines, such as the flu or chickenpox vaccine. The FDA and independent medical experts have ensured that these vaccines are thoroughly and rigorously evaluated.
- The Pfizer and Moderna vaccines require two doses taken a few weeks apart. The Johnson & Johnson vaccine, however, is a single-dose vaccine, meaning you only need one shot in the primary series.
- The Pfizer vaccine is the first COVID-19 vaccine to receive full FDA approval for those ages 16 and older. It is now marketed under the brand name Comirnaty.
- A smaller dose of the Pfizer vaccine, one-third of the adult size, has been authorized for use in children 5 to 11 years old and has been shown to be about 91% effective at preventing symptomatic COVID-19 infections. The vaccine was thoroughly studied and tested in clinical trials, with no serious side effects detected.
- Side effects from the COVID-19 vaccines are mild, and are normal signs that your body is building protection. Some people have reported experiencing soreness or redness at the site of the injection, body aches, headaches or fever, lasting for a day or two. These side effects should go away in a few days, much like the side effects from other vaccines including the flu shot.
- Severe reactions after receiving the COVID-19 vaccine are rare. If you have allergies — especially severe ones that include allergies to other vaccines or ingredients in the vaccines — discuss the COVID-19 vaccine with your doctor, who can assess your risk and provide more information about if and how you can get vaccinated safely. There are a number of safety monitoring systems in place, including the Centers for Disease Control and Prevention (CDC) Vaccine Adverse Events Reporting System (VAERS).
- Vaccines are widely available at many locations across the state, including local health departments, pediatricians, family physicians, community health centers, adult and children's hospitals, and pharmacies. Ohioans are encouraged to call their provider for more information or visit [gettheshot.coronavirus.ohio.gov](https://gettheshot.coronavirus.ohio.gov) or call 1-833-4-ASK-ODH (1-833-427-5634) to locate a provider or make an appointment.
- There is no out-of-pocket cost for a COVID-19 vaccine. Your provider may ask for your insurance, Medicare, or Medicaid information, because providers can charge an administration fee to insurance. You will not have to pay a fee directly.
- A COVID-19 vaccine can be given at the same time you receive another shot or vaccine, such as a flu shot, shingles vaccine, well-child immunization, or pneumonia vaccine.

### Booster Doses

- Millions of Americans ages 18 and older are now eligible for booster shots.
- Those who originally received a two-dose series of either the Pfizer/Comirnaty or Moderna vaccine can get a booster six months after their second dose, which completed their original vaccine series.
- Anyone who originally got the single-dose Johnson & Johnson vaccine at least two months ago is eligible for the booster of their choice.
- Adults can choose the booster of their choice — Pfizer, Moderna, or Johnson & Johnson — regardless of the vaccine they originally received.

- Boosters allow us to focus on staying ahead of the virus by making sure people have optimal protection against COVID-19 infection, severe illness, and death.
- A booster dose will help provide continued protection against severe disease, including hospitalization and death, in populations who are especially at risk for severe COVID-19.
- The U.S. Food and Drug Administration (FDA) and Centers for Disease Control and Prevention (CDC) have determined these booster shots are safe and effective, based on the latest data and evidence, after a thorough, independent, and transparent review process. They will continue to evaluate data as it becomes available to determine when other groups of people may benefit from booster shots.
- Side effects are normal with any vaccination. Booster shot side effects are similar to those from second COVID-19 vaccine doses, and were mostly mild, moderate, and short-lived.
- The COVID-19 vaccines approved and authorized in the United States continue to be highly effective at reducing risk of severe disease, hospitalization, and death, even against the widely circulating Delta variant. Booster shots may result in increases in antibody levels and increased effectiveness.
- Getting a booster shot is as convenient and as simple as visiting your local pharmacy, health department, community health center, or doctor's office.
- Both the flu vaccine and a COVID-19 vaccine booster can be administered during the same visit.
- A COVID-19 vaccine booster can be given with other vaccines, such as shingles and pneumonia, as well.

## Pediatric COVID-19 Vaccines for Children 5-11 Years Old

- The COVID-19 vaccine for children ages 5-11 years is now available. The vaccine is safe, effective, and has been rigorously tested. Now is the time to get your child vaccinated.
- Topline data for the COVID-19 vaccine for children ages 5-11 years old showed the vaccine was safe and generated robust antibody response.
- The Pfizer-BioNTech vaccine for 5-11-year-olds is a new product configuration of the existing Pfizer-BioNTech COVID-19 vaccine that has been successfully administered to millions of people ages 12 and older across the country. The new pediatric formulation is a lower dose that has been clinically tested for administration in young children.
- Before vaccines can be authorized for use, their safety and effectiveness are thoroughly evaluated by scientists, researchers, medical professionals, the U.S. Food and Drug Administration (FDA), and the Centers for Disease Control and Prevention (CDC).
- Messenger RNA (mRNA) technology has been studied for decades.
- The vaccine's safety was studied in approximately 3,100 children 5 to 11 years old who received the vaccine, and no serious side effects have been detected in the ongoing study.
- Pfizer-BioNTech COVID-19 vaccine pediatric formulation for children ages 5 to 11 years was nearly 91% effective at preventing symptomatic infections during clinical trials, and when the Delta variant was widespread. To compare, the flu shot is typically between 40% to 60% effective.
- While children are less likely than adults to get severely ill from COVID-19, they are not invincible. Children most certainly can, and do, become ill. Just like adults, when children become sick from COVID-19, they can spread it to others and suffer severe health outcomes, or even death.
- COVID-19 is a very bad virus, even for children. COVID-19 vaccines provide the best protection and immunity from the disease.
- According to the American Academy of Pediatrics, as of Oct. 28, 2021, [nearly 6.4 million Americans younger than 18](#) had been infected with COVID-19, and CDC data showed that as of Nov. 1, [791 had died](#). In [Ohio](#), nearly 206,000 children have contracted COVID-19, and 15 Ohio residents under age 18 have died.

- Two doses of the Pfizer-BioNTech COVID-19 vaccine pediatric formulation, dosed three weeks apart, will be required for children ages 5-11 years, similar to what is required for older recipients. Full protection is achieved two weeks after the second shot. This means it would take five weeks for your child to achieve full protection. Scheduling an appointment now will ensure your child is protected as soon as possible.
- The side effects from the COVID-19 vaccine, if any, are mild and short in duration. Many people don't experience side effects at all. For those who do, the most common side effects are redness and soreness at the injection site, headache, and fatigue, which typically last one or two days. Side effects are a sign that the vaccine is working and your body is learning to create an immune response.
- Ohioans should choose to be vaccinated regardless of whether they already had COVID-19. Evidence is emerging that people get better protection by being fully vaccinated compared with having had COVID-19. [One study](#) showed that unvaccinated people who already had COVID-19 are more than two times as likely than fully vaccinated people to get COVID-19 again.
- Even children who have had, and recovered from, COVID-19 should be vaccinated, if they are eligible. Getting vaccinated is a safer way to build protection than getting infected.
- COVID-19 is still a serious threat to people who are unvaccinated. Some people who get COVID-19 can become severely ill, which could result in hospitalization, and some people have ongoing health problems several weeks after getting infected, or even longer. Even people who did not have symptoms when they were infected can have these ongoing health problems.
- COVID-19 can cause otherwise healthy children to suffer multisystem inflammatory syndrome in children (MIS-C), a potentially life-threatening condition causing inflammation of multiple vital organs. Pediatric hospitals have reported an increase in cases of MIS-C in Ohio.
- Dangerous variants, like the Delta variant, can make children sicker than previous COVID-19 variants, resulting in more children requiring hospitalization.
- Parents worry about rare adverse effects, like myocarditis, an inflammation of the heart muscle. Fortunately, this risk is rare, something most people recover from on their own, and much more likely after being infected with COVID-19 than being vaccinated.

## COVID-19 Vaccines and Pregnancy

- Pregnant women, and those who were recently pregnant, are more susceptible to severe outcomes from COVID-19.
- The risks to pregnant women, and their unborn children, are very real. The COVID-19 vaccines available in the U.S. are safe and effective, and American College of Obstetricians and Gynecologists (ACOG), the Centers for Disease Control and Prevention (CDC), and the Society for Maternal-Fetal Medicine (SMFM) have all recommend the vaccines for pregnant women.
- Pregnant women are at increased risk of severe illness, death, and pregnancy complications when compared with non-pregnant people. Although the absolute risk is low, compared with those who have COVID-19 and symptoms who aren't pregnant, pregnant women have a two-fold increased risk of ICU admission, ventilation, and being put on ECMO, and a 70% increased risk of death.
- COVID-19 is also connected with an increased risk of preterm delivery, which is connected to a higher likelihood of NICU admission and infant mortality.
- COVID-19 is associated with other adverse pregnancy complications and outcomes, including preeclampsia, coagulopathy, and stillbirth, compared with pregnant people without COVID-19. Even if a woman was otherwise healthy before becoming pregnant, her pregnancy now puts her at higher risk for complications. And, if a pregnant woman has another underlying condition, like obesity or diabetes, their risk of severe disease is even higher.

- Early data on the safety of receiving an mRNA COVID-19 vaccine during pregnancy are reassuring. The CDC has analyzed data from three [safety monitoring systems](#) to gather information about COVID-19 vaccination during pregnancy. These early data did not find any safety concerns for pregnant people who were vaccinated, or their babies. In addition, the CDC has reviewed data from pregnant people enrolled in the [y-safe pregnancy registry](#) who were vaccinated before 20 weeks of pregnancy. Scientists did not find an increased risk for miscarriage among people who received an mRNA COVID-19 vaccine (Pfizer or Moderna) during pregnancy. Because this data was collected between December 14, 2020, and February 28, 2021, prior to the authorization of the Johnson & Johnson vaccine, information on that vaccine is not available.
- The risks of COVID-19 are very significant, and greatly outweigh any risks associated with COVID-19 vaccines.
- COVID-19 vaccines don't present an increased risk of severe complication like miscarriage or stillbirth, however, if a woman becomes ill with COVID-19, there is an increased risk of miscarriage or stillbirth.
- The best way to protect mother and baby is to choose to be vaccinated.

# COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED NOV. 19, 2021

## Trust the Facts

Fiction		Fact	
✗	COVID-19 vaccines aren't safe.	✓	COVID-19 vaccines are safe and effective.
✗	COVID-19 vaccines were rushed and developed too quickly.	✓	COVID-19 vaccine development and clinical trials were thorough, and thanks to a strategic scientific effort to streamline processes, developed more efficiently.
✗	Vaccines that use mRNA will alter my DNA or genetic makeup.	✓	COVID-19 vaccines will not alter your DNA.
✗	COVID-19 vaccines cause infertility or problems during pregnancy.	✓	There is no evidence that COVID-19 vaccines cause infertility or increase the risk of miscarriage.
✗	COVID-19 vaccines will implant tracking microchips in people.	✓	Vaccine injections do not contain tracking microchips.
✗	COVID-19 vaccines will be mandatory for every Ohioan.	✓	Ohio will not make COVID-19 vaccination mandatory.
✗	You can get COVID-19 from COVID-19 vaccines.	✓	COVID-19 vaccines will not give you COVID-19.
✗	If I have recovered from COVID-19, I don't need to get the COVID-19 vaccine.	✓	People who have recovered from COVID-19 are advised to get vaccinated.
✗	COVID-19 isn't very serious, so I don't need to get the vaccine.	✓	The severity of COVID-19 symptoms varies widely, and getting vaccinated can help protect you from serious illness from COVID-19.
✗	You will get a positive COVID-19 viral test if you receive the COVID-19 vaccine.	✓	COVID-19 vaccines will not cause you to test positive on COVID-19 viral tests.
✗	Other vaccines, like the flu shot, will prevent COVID-19.	✓	Only vaccines designed specifically to prevent COVID-19 will protect you from COVID-19.
✗	Vaccines cause autism.	✓	Vaccines do not cause autism.



Department  
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## Patient Reminders

### COVID-19 Vaccines

Safe and effective COVID-19 vaccines are available, and can help prevent severe cases of COVID-19 resulting in hospitalization or death. Book your appointment to be vaccinated today. [Call to action, such as “Walk-in appointments available every day from 8 a.m. to 6 p.m.” or “Call XXX-XXX-XXXX or visit [www.ourwebsite.com](http://www.ourwebsite.com) to make an appointment.”]

### Second-dose reminder

*Applies only to recipients of the Pfizer/Comirnaty or Moderna vaccines.*

To have maximum protection from COVID-19, second doses are required for both the Pfizer/Comirnaty and Moderna vaccines. Make arrangements to get your second dose of the COVID-19 vaccine to protect yourself, your family, and the people you care about. The second dose of the Pfizer vaccine should be given 21 days after the initial vaccine. The second dose of the Moderna vaccine should be given 28 days after the initial vaccine.

### Boosters

COVID-19 boosters are now available for **Ohioans 18 and older** who completed the primary vaccine series. Vaccine booster doses have been authorized for all Johnson & Johnson vaccine recipients **two months following the original series**, and **Pfizer/Comirnaty or Moderna recipients six months following completion of the original vaccine series**. [Call to action, such as “Walk-in appointments available every day from 8 a.m. to 6 p.m.” or “Call XXX-XXX-XXXX or visit [www.ourwebsite.com](http://www.ourwebsite.com) to make an appointment.”]

[Provider name] is now offering COVID-19 booster doses to **fully vaccinated Ohioans 18 and older** for the Pfizer, Moderna, and Johnson & Johnson vaccines. [Call to action, such as “Walk-in appointments available every day from 8 a.m. to 6 p.m.” or “Call XXX-XXX-XXXX or visit [www.ourwebsite.com](http://www.ourwebsite.com) to make an appointment.”]

### Pediatric vaccines

[Provider name] is now offering COVID-19 vaccines for children ages 5-11 years. These vaccines are safe, effective, and can be administered at the same time as a flu shot or other routine childhood vaccinations. Contact us for more information to give your child the best protection from COVID-19. [Call to action, such as Call XXX-XXX-XXXX or visit [www.ourwebsite.com](http://www.ourwebsite.com) to make an appointment.”]

## Newsletter/Website Article Language

### COVID-19 Vaccines

**Possible subject line: What you need to know about COVID-19 vaccines**

Safe, effective COVID-19 vaccines are widely available throughout Ohio for those 5 years of age and older.

Providers across the state, including local health departments, pediatricians, family physicians, community health centers, doctor's offices, hospitals, and pharmacies, are scheduling appointments or accepting walk-ins. Ohioans are encouraged to call their provider for more information or visit [gettheshot.coronavirus.ohio.gov](https://gettheshot.coronavirus.ohio.gov) or call 1-833-4-ASK-ODH (1-833-427-5634) to locate a provider or make an appointment.

The U.S. Food and Drug Administration (FDA), the Centers for Disease Control and Prevention (CDC), and independent medical experts, have ensured that every detail of the COVID-19 vaccines is thoroughly and rigorously evaluated. All the available COVID-19 vaccines have been proven safe and effective at preventing serious illness, hospitalization, and death from COVID-19.

Some of the most frequently requested resources from the Ohio Department of Health are listed below:

- [Frequently Asked Questions \(FAQ\) about COVID-19 vaccines](#)
- [Frequently Asked Questions \(FAQ\) about COVID-19 vaccines for children and adolescents](#)
- [Frequently Asked Questions COVID-19 Vaccine Booster Doses](#)
- [Fact sheet: Additional Vaccine Doses for the Immunocompromised](#)
- [Myths vs. Facts COVID-19 Vaccine](#)
- [What to know before, during, and after receiving a COVID-19 vaccine](#)

Ohioans who want to learn more about the safety, efficacy, and side effects of COVID-19 vaccines should talk to their doctor, nurse, or pharmacist, or visit [coronavirus.ohio.gov/vaccine](https://coronavirus.ohio.gov/vaccine).



## Boosters

**Possible subject line: Fully vaccinated Ohioans 18 and older are eligible for COVID-19 boosters**

Ohioans ages 18 and older who originally received the Pfizer/Comirnaty, Moderna, or Johnson & Johnson COVID-19 vaccine series are now eligible to receive a single booster dose of the COVID-19 vaccine of their choice:

- Johnson & Johnson recipients can get a booster two months after they received their first dose of the vaccine.
- Pfizer/Comirnaty recipients can get a booster six months after their second dose, which completed the original vaccine series.
- Moderna recipients can get a booster six months after their second dose, which completed the original vaccine series.

Ohioans can choose any of the three available vaccines – Pfizer/Comirnaty, Moderna, or Johnson & Johnson – for their booster.

There is ample supply of vaccine for boosters, as well as first and second doses, for Ohioans. Ohioans are encouraged to call their provider for more information or visit [gettheshot.coronavirus.ohio.gov](https://gettheshot.coronavirus.ohio.gov) or call 1-833-4-ASK-ODH (1-833-427-5634) to locate a provider or make an appointment.

Ohioans have many opportunities to be vaccinated in their local community, whether they walk in to get their booster dose or make an appointment with a nearby provider. You do not have to get your booster dose at the same location where you received your original COVID-19 vaccine.

You are encouraged to bring your COVID-19 vaccine card, and if you cannot find your vaccine card, you should first contact your original vaccine provider to see if they can locate your records. If they are unable to assist, please contact your local health department. If they are unable to assist, please review this information on [how to mail a request for your vaccination records to the Ohio Department of Health](#). Additional information is available in [this fact sheet from the Ohio Department of Health for options to access to your vaccination records](#).

Some of the most frequently requested resources from the Ohio Department of Health are listed below:

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- [Frequently Asked Questions COVID-19 Vaccine Booster Doses](#)
- [Fact sheet: Additional Vaccine Doses for the Immunocompromised](#)
- [Myths vs. Facts COVID-19 Vaccine](#)
- [What to know before, during, and after receiving a COVID-19 vaccine](#)

## Pediatric COVID-19 Vaccines for those ages 5-11

Following a thorough, independent, and transparent safety review process, COVID-19 vaccines are now available for young Ohioans 5-11 years old.

Hundreds of millions of doses of the Pfizer vaccine have been administered in the United States, helping to prevent severe cases of COVID-19 resulting in hospitalization and death. A smaller dose of this same vaccine, one-third of the adult size, was thoroughly studied and tested in clinical trials. The trials showed that the pediatric formulation was nearly 91% effective at preventing symptomatic infections, and no serious side effects were detected.

While children are less likely than adults to get severely ill from COVID-19, they most certainly can, and do, become ill. Just like adults, when children become sick from COVID-19, they can spread it to others and suffer severe health outcomes, or even death. Health experts, including the Ohio Children's Hospital Association and the Ohio Chapter of the American Academy of Pediatrics, recommend the COVID-19 vaccine for children ages 5 and up.

The Pfizer-BioNTech COVID-19 pediatric vaccine formulation was granted an emergency use authorization (EUA) by the U.S. Food and Drug Administration (FDA) and has been recommended by the Centers for Disease Control and Prevention (CDC).

When more people are vaccinated, it lessens the opportunity for dangerous variants to take hold, helping us to get control of this pandemic.

Vaccines are available at providers across the state, including local health departments, pediatricians, family physicians, community health centers, hospitals, and pharmacies. Ohioans are encouraged to call their provider for more information or visit [gettheshot.coronavirus.ohio.gov](https://gettheshot.coronavirus.ohio.gov) or call 1-833-4-ASK-ODH (1-833-427-5634) to locate a provider or make an appointment.

Some of the most frequently requested resources from the Ohio Department of Health are listed below:

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- [Fact sheet: Additional Vaccine Doses for the Immunocompromised](#)
- [Myths vs. Facts COVID-19 Vaccine](#)
- [What to know before, during, and after receiving a COVID-19 vaccine](#)

## Ohio Vax-2-School

**Possible Subject Line: Ohio Vax-2-School offers multiple scholarships to vaccinated Ohioans ages 5-25**

Ohio Vax-2-School is a public outreach campaign consisting of a series of statewide drawings to increase awareness of the availability and efficacy of COVID-19 vaccines and provide incentives to younger Ohioans to get a COVID-19 vaccination. **Make sure you are entered by visiting [OhioVax2School.com](https://ohioVax2School.com) today!**

Ohioans 5 to 25 years of age who have received at least their first COVID-19 vaccination (at any time since the vaccines have been available) can now enter for a chance to win one of five \$100,000 scholarships and one of 150 \$10,000 scholarships to the Ohio college, university, technical/trade school, or career program of their choice.

Ohio Vax-2-School is an opt-in program. Ohioans can register for the drawings by visiting [OhioVax2School.com](https://OhioVax2School.com) or by calling the Ohio Department of Health Call Center at 1-833-4-ASK-ODH (1-833-427-5634) between 9 a.m. and 8 p.m.

Individuals who entered Ohio's Vax-A-Million drawing must re-enter into Ohio's Vax-2 School drawing. Entries from the Vax-A-Million drawing do not roll over.

Drawings for \$10,000 scholarships will be held Nov. 22 and Nov. 29 and drawings for the grand prize \$100,000 scholarships will be held Dec. 2. Registration deadlines are Nov. 21, Nov. 28, and Dec. 1. **All winners will be announced Nov. 29-Dec. 3.**

For more information, follow the official Ohio Vax-2-School [Twitter page](#) and [Instagram page](#) and check for updates at [OhioVax2School.com](https://OhioVax2School.com)

## Graphics and Artwork

### Pediatric COVID-19 vaccines

#### [ What does a COVID-19 vaccine do? ]

##### A COVID-19 vaccine...



**DOES protect you from COVID-19, helping prevent serious illness and death from the virus.**

##### A COVID-19 vaccine...



**DOES NOT change your DNA.**



**DOES NOT impact your future fertility.**



**DOES NOT contain a tracking device.**

| Help prevent the spread of COVID-19.

Schedule an appointment: [gettheshot.coronavirus.ohio.gov](https://gettheshot.coronavirus.ohio.gov)  
More info: [coronavirus.ohio.gov/vaccine](https://coronavirus.ohio.gov/vaccine)

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## How can I make a COVID-19 vaccine appointment for a 5- to 11-year-old?



**Many providers across the state will have COVID-19 vaccine appointments available for 5- to 11-year-olds:**

- Local health departments.
- Family physicians.
- Hospitals.
- Community health centers.
- Pharmacies.
- School clinics.
- Pediatricians.

Vaccines may also be available on a walk-in basis - check with providers in your community.

Make an appointment online at [gettheshot.coronavirus.ohio.gov](https://gettheshot.coronavirus.ohio.gov) or by phone at 1-833-427-5634.

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## STEPS FOR COVID-19 VACCINES TO BE AUTHORIZED FOR 5- TO 11-YEAR-OLDS

Before vaccines can be authorized for use, their safety and effectiveness are thoroughly evaluated by scientists, researchers, medical professionals, the U.S. Food and Drug Administration (FDA), and the Centers for Disease Control and Prevention (CDC).

### DECADES OF RESEARCH

Messenger RNA (mRNA) technology has been studied for decades. Breakthrough on this research allowed two COVID-19 mRNA vaccines to be authorized in the U.S. for emergency use during the public health emergency. One is the Pfizer vaccine.

### RESEARCH AND DEVELOPMENT

Scientists study the virus and develop a vaccine. A smaller dose of the Pfizer vaccine was tested in children ages 5-11 beginning in March 2021. More than 245 million adult and adolescent doses have already been administered across the U.S.

### TESTING

Healthy volunteers participate in clinical studies to receive the vaccine so it can be tested for safety and possible side effects. Clinical trials in children ages 5-11 years found the vaccine to be 90.7% effective in preventing symptomatic COVID-19. To compare, the flu shot is typically between 40% to 60% effective.

### INDEPENDENT REVIEW

Panels of independent experts and medical professionals evaluate the testing data and make recommendations to the CDC and FDA about authorization and use of the vaccine.

The FDA panel is called the Vaccines and Related Biological Products Advisory Committee (VRBPAC) and the CDC panel is called the Advisory Committee on Immunization Practices (ACIP).

### AUTHORIZATION

The FDA grants authorization for emergency use, and the CDC recommends information about administering the vaccine.

### ONGOING SAFETY EVALUATION

Vaccine safety is continuously monitored by many systems and agencies, including the CDC's Vaccine Adverse Event Reporting System (VAERS).

### FULL APPROVAL

After vaccine recipients have been followed for at least six months, the manufacturer can apply for full approval. The Pfizer-BioNTech vaccine, the first authorized for emergency use, has now been fully approved for those 16 and older under the brand name "Comirnaty."



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[coronavirus.ohio.gov/vaccine](https://coronavirus.ohio.gov/vaccine)  
[gettheshot.coronavirus.ohio.gov](https://gettheshot.coronavirus.ohio.gov)



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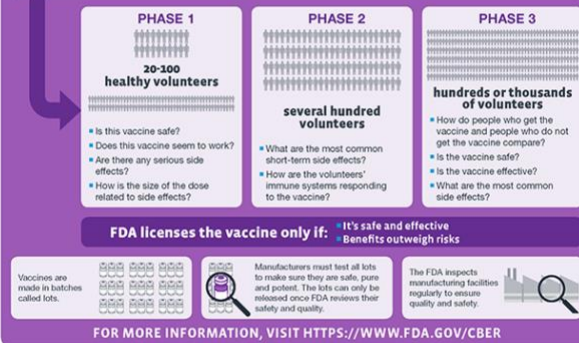


## The Journey of Your Child's Vaccine

Before a new vaccine is ever given to people, extensive lab testing is done that can take several years. Once testing in people begins, it can take several more years before clinical studies are complete and the vaccine is licensed.

### How a new vaccine is developed, approved and manufactured

The Food and Drug Administration (FDA) sets rules for the three phases of clinical trials to ensure the safety of the volunteers. Researchers test vaccines with adults first.



If the FDA licenses a vaccine, experts may consider adding it to the recommended immunization schedule.

### How a vaccine is added to the U.S. Recommended Immunization Schedule

The Advisory Committee on Immunization Practices (ACIP) is a group of medical and public health experts. Members of the American Academy of Pediatrics (AAP) and American Academy of Family Physicians (AAFP) are among some of the groups that also bring related immunization expertise to the committee. This group carefully reviews all available data about the vaccine from clinical trials and other studies to develop recommendations for vaccine use. The ACIP continues to monitor vaccine safety and effectiveness data even after the vaccine's routine use and may change or update recommendations based on that data.

#### When making recommendations, ACIP considers:



- How safe is the vaccine when given at specific ages?
- How well does the vaccine work at specific ages?
- How serious is the disease this vaccine prevents?
- How many children would get the disease the vaccine prevents if we didn't have the vaccine?

ACIP recommendations are not official until the CDC Director reviews and approves them and they are published. These recommendations then become part of the United States official childhood immunization schedule.

New vaccine to protect your child against a disease is added to the schedule.



**FOR MORE INFORMATION, VISIT [HTTPS://WWW.CDC.GOV/VACCINES](https://www.cdc.gov/vaccines)**

After being added to the U.S. Recommended Immunization Schedule, health experts continue to monitor the vaccine's safety and effectiveness.

### How a vaccine's safety continues to be monitored



#### FDA and CDC closely monitor vaccine safety after the public begins using the vaccine.

The purpose of monitoring is to watch for adverse events (possible side effects). Monitoring a vaccine after it is licensed helps ensure that possible risks associated with the vaccine are identified.

#### Vaccine Adverse Event Reporting System (VAERS)

VAERS collects and analyzes reports of adverse events that happen after vaccination. Anyone can submit a report, including parents, patients and healthcare professionals.

#### Vaccine Safety Datalink (VSD) and Post-Licensure Rapid Immunization Safety Monitoring (PRISM)

Two networks of healthcare organizations across the U.S.



VSD can analyze healthcare information from over 24 million people.

PRISM can analyze healthcare information from over 190 million people.



Scientists use these systems to actively monitor vaccine safety.

#### Clinical Immunization Safety Assessment Project (CISA)

CISA is a collaboration between CDC and 7 medical research centers.

Vaccine safety experts assist U.S. healthcare providers with complex vaccine safety questions about their patients.

CISA conducts clinical research studies to better understand vaccine safety and identify prevention strategies for adverse events following immunization.

Vaccine recommendations may change if safety monitoring reveals new information on vaccine risks (like if scientists detect a new serious side effect).

**FOR MORE INFORMATION, VISIT [HTTPS://WWW.CDC.GOV/VACCINESAFETY](https://www.cdc.gov/vaccinesafety)**

The United States currently has the safest vaccine supply in its history. These vaccines keep children, families and communities protected from serious diseases.



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## Boosters

### COVID-19 Vaccine Booster Shots

If you have been fully vaccinated against COVID-19 and you are 18 or older, you are eligible for a booster dose. Check below to find out when to get your booster shot.



Initial Vaccination	Johnson & Johnson	Moderna or Pfizer/Comirnaty	
Who	► 18 or older.	► 18 or older.	► Immunocompromised patients 18 or older who received an additional/third dose.
When	Two months after single dose.	Six months after second dose.	Six months after additional/third dose.
Booster Options	If you're eligible, you can choose which vaccine you receive as a booster dose. Some people may prefer the vaccine type that they originally received and others may prefer to get a different booster.		

**A note on terminology:**

An **additional (third) dose** can be given after the second dose of Moderna or Pfizer to people who likely did not have a protective immune response to the initial vaccination. This additional dose is recommended for moderately and severely immunocompromised people.

A **booster dose** is given to people who have received a primary series. The intent is to boost immunity because protection is likely to have waned over time.

Nov. 19, 2021

Help prevent the spread of COVID-19.

Schedule an appointment: [gettheshot.coronavirus.ohio.gov](https://gettheshot.coronavirus.ohio.gov)  
More info: [coronavirus.ohio.gov/vaccine](https://coronavirus.ohio.gov/vaccine)

Ohio Department of Health

# COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED NOV. 19, 2021

## COVID-19 Vaccine Booster Shots

If you have been fully vaccinated against COVID-19 and you are 18 or older, you are eligible for a booster dose. Check below to find out when to get your booster shot.



Initial Vaccination	Johnson & Johnson		Moderna or Pfizer/Comirnaty	
Who	► 18 or older.		► 18 or older.	► Immunocompromised patients 18 or older who received an additional/third dose.
When	Two months after single dose.		Six months after second dose.	Six months after additional/third dose.
Booster Options	If you're eligible, you can choose which vaccine you receive as a booster dose. Some people may prefer the vaccine type that they originally received and others may prefer to get a different booster.			

### A note on terminology:

An **additional (third) dose** can be given after the second dose of Moderna or Pfizer to people who likely did not have a protective immune response to the initial vaccination. This additional dose is recommended for moderately and severely immunocompromised people.

A **booster dose** is given to people who have received a primary series. The intent is to boost immunity because protection is likely to have waned over time.

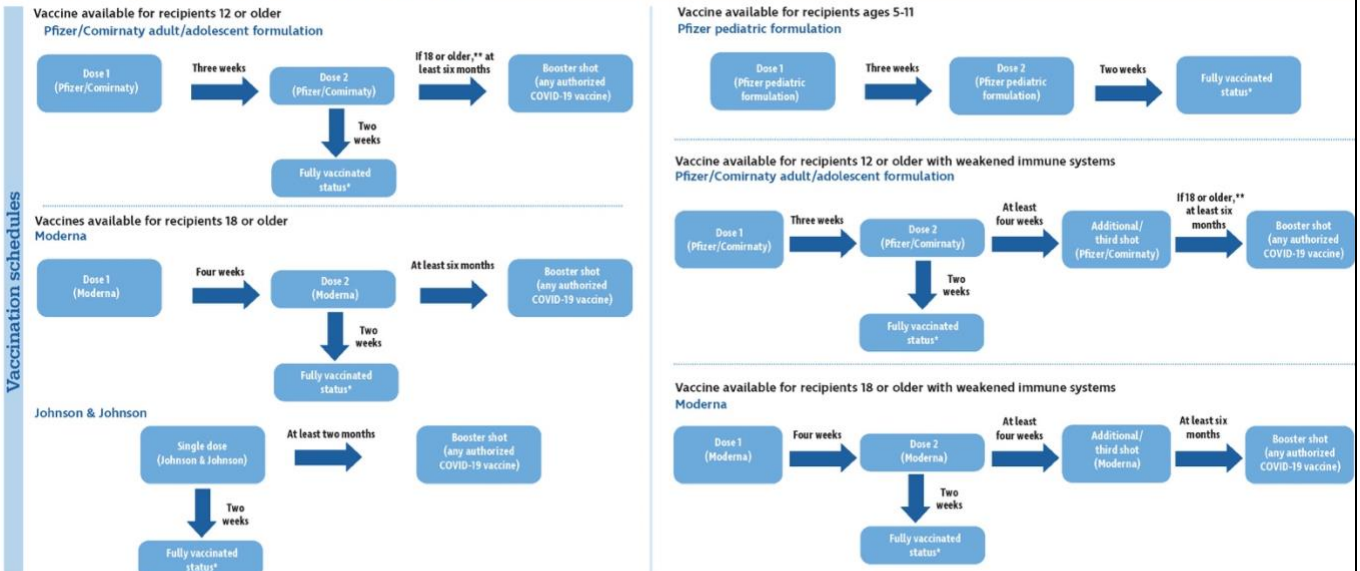
Nov. 19, 2021

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More info: [coronavirus.ohio.gov/vaccine](https://coronavirus.ohio.gov/vaccine)

Ohio Department of Health

## Protecting yourself against COVID-19



\*A person who is "fully vaccinated" against COVID-19 has full protection against the disease. Recipients are considered fully vaccinated two weeks after receiving the single-dose Johnson & Johnson vaccine or two weeks after receiving the second dose of a two-dose vaccine (Moderna or Pfizer/Pfizer pediatric/Comirnaty). Because protection wanes over time or can be affected by certain immune system deficiencies, certain people are advised to receive a third and/or booster dose.

\*\*Booster doses are not currently authorized for anyone under the age of 18.

Schedule an appointment: [gettheshot.coronavirus.ohio.gov](https://gettheshot.coronavirus.ohio.gov). More information: [coronavirus.ohio.gov/vaccine](https://coronavirus.ohio.gov/vaccine).  
Nov. 19, 2021








Ohio Department of Health

Ohio Department of Health



# COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED NOV. 19, 2021

<p>Trust the Facts - 1</p>  <p><b>All COVID-19 vaccines are safe and effective.</b></p> <p>COVID-19 vaccines currently available in the U.S. were rigorously tested and proven effective at preventing serious illness, hospitalization, and death from COVID-19 disease.</p> <p>MIKE DEWINE GOVERNOR OF OHIO Ohio Department of Health coronavirus.ohio.gov/vaccine</p>	<p>Trust the Facts - 2</p>  <p><b>You can't get COVID-19 from a COVID-19 vaccine.</b></p> <p>The COVID-19 vaccines do not contain the live virus that causes COVID-19, meaning they can't give you COVID-19 or cause a positive COVID-19 viral test.</p> <p>MIKE DEWINE GOVERNOR OF OHIO Ohio Department of Health coronavirus.ohio.gov/vaccine</p>
<p>Trust the Facts - 3</p>  <p><b>COVID-19 vaccine trials were among the largest in history.</b></p> <p>A typical vaccine study has about 5,000 participants – the Moderna COVID-19 trial had more than 30,000 participants, and the Pfizer-BioNTech study had more than 43,000.</p> <p>MIKE DEWINE GOVERNOR OF OHIO Ohio Department of Health coronavirus.ohio.gov/vaccine</p>	<p>Trust the Facts - 4</p>  <p><b>COVID-19 vaccines have not been linked to infertility or miscarriage.</b></p> <p>There is no evidence that COVID-19 vaccines cause infertility or increase the risk of miscarriage.</p> <p>MIKE DEWINE GOVERNOR OF OHIO Ohio Department of Health coronavirus.ohio.gov/vaccine</p>
<p>Trust the Facts - 6</p>  <p><b>COVID-19 vaccines will not change your DNA or alter your genetic makeup.</b></p> <p>None of the COVID-19 vaccines alter or modify a person's genetic makeup. They all teach the body how to protect against future infection.</p> <p>MIKE DEWINE GOVERNOR OF OHIO Ohio Department of Health coronavirus.ohio.gov/vaccine</p>	<p>Trust the Facts - 7</p>  <p><b>Vaccine injections do NOT contain microchips or tracking devices.</b></p> <p>Vaccines do not contain microchips, nanochips, RFID trackers, or devices that would track or control your body in any way.</p> <p>MIKE DEWINE GOVERNOR OF OHIO Ohio Department of Health coronavirus.ohio.gov/vaccine</p>
<p>Trust the Facts - 8</p>  <p><b>Vaccines do not cause autism.</b></p> <p>Studies conducted across the globe continue to show that there is no connection between autism and vaccines.</p> <p>MIKE DEWINE GOVERNOR OF OHIO Ohio Department of Health coronavirus.ohio.gov/vaccine</p>	



## COVID-19

## Vaccines: Trust the Facts

- ▶ **1. All COVID-19 vaccines are safe and effective.** COVID-19 vaccines currently available in the U.S. were rigorously tested and proven effective at preventing serious illness, hospitalization, and death from COVID-19 disease.
- ▶ **2. You can't get COVID-19 from a COVID-19 vaccine.** The COVID-19 vaccines do not contain the live virus that causes COVID-19, meaning they can't give you COVID-19 or cause a positive COVID-19 viral test.
- ▶ **3. COVID-19 vaccine studies were among the largest in history.** A typical vaccine study has about 5,000 participants. The Moderna COVID-19 clinical trial had about 30,000 participants, and the Johnson & Johnson and Pfizer-BioNTech trials had about 43,000 each.
- ▶ **4. COVID-19 vaccines have not been linked to infertility or miscarriage.** There is no evidence that COVID-19 vaccines cause infertility or increase the risk of miscarriage.
- ▶ **5. No serious safety concerns were observed in clinical trials.** The most common side effects, much like other vaccines, are fatigue, headache, fever or chills, soreness, redness or swelling at the injection site, and muscle or joint pain.
- ▶ **6. COVID-19 vaccines will not change your DNA or alter your genetic makeup.** None of the COVID-19 vaccines alter or modify a person's genetic makeup. They all teach the body how to protect against future infection.
- ▶ **7. Vaccine injections do NOT contain microchips or tracking devices.** Vaccines do not contain microchips, nanochips, RFID trackers, or devices that would track or control your body in any way.
- ▶ **8. Vaccines do not cause autism.** Studies conducted across the globe continue to show that there is no connection between autism and vaccines.



**MIKE DEWINE**  
GOVERNOR OF OHIO

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[coronavirus.ohio.gov/vaccine](https://coronavirus.ohio.gov/vaccine)

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# COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED NOV. 19, 2021

FAQ



FAQ



FAQ



Trust the Facts



Trust the Facts



Trust the Facts



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<p>Ohio Vax-2-School</p>  <p><b>CHILDREN AGE 5 TO 11 ARE NOW ELIGIBLE!</b></p> <div> <div> <b>150</b>  <b>\$10,000</b>  <b>SCHOLARSHIPS</b> </div> <div> <b>5</b>  <b>\$100,000</b>  <b>SCHOLARSHIPS</b> </div> </div> <p>For vaccinated 5- to 25-year-olds</p> <p>ENTER AT OHIOVAX2SCHOOL.COM or 1-833-4-ASK-ODH</p> <p><b>Ohio</b>   Department of Health</p>	<p>Ohio Vax-2-School</p>  <p><b>Follow us</b></p> <div>   </div> <p><b>@ohiovox2school</b> for winner announcements!</p> <p>ENTER AT OHIOVAX2SCHOOL.COM For vaccinated 5- to 25-year-olds</p> <p><b>Ohio</b>   Department of Health</p>
 <p><b>YOUR SHOT AT A SCHOLARSHIP!</b></p> <div> <div> <b>150</b>  <b>\$10,000</b>  <b>SCHOLARSHIPS</b> </div> <div> <b>5</b>  <b>\$100,000</b>  <b>SCHOLARSHIPS</b> </div> </div> <p>For vaccinated 5- to 25-year-olds</p> <p>ENTER AT OHIOVAX2SCHOOL.COM or 1-833-4-ASK-ODH</p> <p><b>Ohio</b>   Department of Health</p>	

 <h2>GIVE YOUR KID A SHOT AT A SCHOLARSHIP!</h2> <div> <div>150 \$10,000 SCHOLARSHIPS</div> <div>5 \$100,000 SCHOLARSHIPS</div> </div> <p>For vaccinated 5- to 25-year-olds</p> <p>ENTER AT <a href="https://OHIOVAX2SCHOOL.COM">OHIOVAX2SCHOOL.COM</a> or 1-833-4-ASK-ODH</p> 	 <h2>Got questions?</h2> <p><b>1-833-4-ASK-ODH</b></p>  <p>ENTER AT <a href="https://OHIOVAX2SCHOOL.COM">OHIOVAX2SCHOOL.COM</a> For vaccinated 5- to 25-year-olds</p>
<h2>CHILDREN AGE 5 TO 11 ARE NOW ELIGIBLE!</h2> <p>ENTER AT <a href="https://OHIOVAX2SCHOOL.COM">OHIOVAX2SCHOOL.COM</a> For vaccinated 5- to 25-year-olds</p> <div> <div>150 \$10,000 SCHOLARSHIPS</div> <div>5 \$100,000 SCHOLARSHIPS</div> </div>  	 <h2>Follow us</h2> <div>   </div> <p><b>@ohiovox2school</b> for winner announcements!</p> <p>ENTER AT <a href="https://OHIOVAX2SCHOOL.COM">OHIOVAX2SCHOOL.COM</a> For vaccinated 5- to 25-year-olds</p> 
 <h2>Got questions?</h2> <p><b>1-833-4-ASK-ODH</b></p> <p>ENTER AT <a href="https://OHIOVAX2SCHOOL.COM">OHIOVAX2SCHOOL.COM</a> For vaccinated 5- to 25-year-olds</p> 	 <p>ENTER AT <a href="https://OHIOVAX2SCHOOL.COM">OHIOVAX2SCHOOL.COM</a> For vaccinated 5- to 25-year-olds</p> <div> <div>150 \$10,000 SCHOLARSHIPS</div> <div>5 \$100,000 SCHOLARSHIPS</div> </div> 



# COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED NOV. 19, 2021

**GIVE YOUR KID A SHOT AT A SCHOLARSHIP!**  
ENTER AT [OHIOVAX2SCHOOL.COM](https://OHIOVAX2SCHOOL.COM)  
For vaccinated 5- to 25-year-olds

**150**  
**\$10,000**  
SCHOLARSHIPS

**5**  
**\$100,000**  
SCHOLARSHIPS

**OH VAX2-SCHOOL**

**Ohio** | Department of Health

## Trusted Resources and Links

- Ohio Department of Health COVID-19 Vaccine website - <https://coronavirus.ohio.gov/vaccine>
  - [Frequently Asked Questions \(FAQ\) about COVID-19 vaccines](#)
  - [Frequently Asked Questions \(FAQ\) about COVID-19 vaccines for children and adolescents](#)
  - [Myths vs. Facts COVID-19 Vaccine](#)
  - [COVID-19 Vaccine and Pregnancy](#)
  - [Fact Sheet: COVID-19 Vaccine for Children 5-11 Years Old](#)
  - [Fact Sheet COVID-19 Vaccine Booster Doses](#)
  - [Frequently Asked Questions COVID-19 Vaccine Booster Doses](#)
  - [COVID-19 Vaccine Booster Dose Eligibility](#)
  - [Do I Need an Additional COVID-19 Vaccine Shot?](#)
  - [Fact sheet: Additional Vaccine Doses for the Immunocompromised](#)
  - [COVID-19 Fact Sheet: Safety and effectiveness of COVID-19 vaccines](#)
  - [What to know before, during, and after receiving a COVID-19 vaccine](#)
  - [Acceptable Forms of ID for Vaccine Appointments](#)
  - [COVID-19 Vaccine Provider Information](#)
- Resources shared by the Ohio Department of Developmental Disabilities
  - [Plain Language Frequently Asked Questions \(FAQ\) about COVID-19 vaccines](#)
  - [Getting a Vaccine: What to Know About Me](#) – this form can be filled out by a person with a disability, or their caregiver, to help a provider best serve the patient.
  - [Getting a Vaccine: What to Expect](#)
  - [Social Story: Getting a COVID-19 Vaccine](#)
- Centers for Disease Control and Prevention Resources
  - [Vaccinate with Confidence Resources](#)
  - [Communication Resources for COVID-19 Vaccines](#)
  - [Your COVID-19 Vaccine](#)
  - [Benefits of Getting a COVID-19 Vaccine](#)
  - [What to Expect at Your Vaccine Appointment](#)
  - [Ensuring Safety of Vaccines](#)
  - [Different Vaccines](#)

# COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED NOV. 19, 2021

## Social Media

Topic	Facebook Message	Twitter/Instagram Message
<b>Pediatric Vaccines for Ages 5-11</b>		
Pediatric Vaccines for Ages 5-11	Following @FDA & @CDCGlobal emergency use authorization, we are now offering #COVID19 vaccines for children 5-11 years old. Learn more about the safety & efficacy of COVID-19 vaccines, so you can make the best decision possible to protect the children in your life. <a href="https://bit.ly/3j7KEc5">https://bit.ly/3j7KEc5</a>	Following @US_FDA & @CDCgov emergency use authorization, #COVID19 vaccines are available for kids 5-11 years old. Learn more about the safety & efficacy of COVID-19 vaccines, so you can make the best decision possible to protect the children in your life: <a href="https://bit.ly/3j7KEc5">https://bit.ly/3j7KEc5</a>
Pediatric Vaccines for Ages 5-11	Kids can, and do, get severely ill with COVID-19. The best way to protect them is with safe, effective #COVID19 vaccines, recommended by pediatricians, the @AmerAcadPeds @FDA & @CDCGlobal. A #COVID19 vaccine offers better protection than a past infection. Learn more today. <a href="https://bit.ly/KidsVaxFAQ">https://bit.ly/KidsVaxFAQ</a>	Kids can, and do, get severely ill with COVID-19. The best way to protect them is with safe, effective #COVID19 vaccines, recommended by pediatricians, @AmerAcadPeds @FDA & @CDCgov. A #COVID19 vaccine offers better protection than a past infection. More: <a href="https://bit.ly/KidsVaxFAQ">https://bit.ly/KidsVaxFAQ</a>
Pediatric Vaccines for Ages 5-11	Pediatricians recommend the #COVID19 vaccine for kids 5-11. Thorough safety review showed this smaller dose of the Pfizer vaccine was about 91% effective at preventing symptomatic #COVID19, and no serious safety concerns were reported. This safe, effective vaccine is recommended by @AmerAcadPeds @FDA & @CDCGlobal. <a href="https://bit.ly/KidsVaxFAQ">https://bit.ly/KidsVaxFAQ</a>	Pediatricians recommend the #COVID19 vaccine for kids 5-11. Thorough safety review showed this smaller dose of the Pfizer vaccine was about 91% effective at preventing symptomatic #COVID19 & is recommended by the @AmerAcadPeds @US_FDA & @CDCgov. <a href="https://bit.ly/KidsVaxFAQ">https://bit.ly/KidsVaxFAQ</a>
Pediatric Vaccines for Ages 5-11	Pediatricians recommend the #COVID19 vaccine for kids 5-11 years old. Thorough safety review showed this smaller dose of the Pfizer vaccine for kids was about 91% effective at preventing symptomatic #COVID19. Learn more about the COVID-19 vaccine for young kids, recommended by the @AmerAcadPeds @FDA & @CDCGlobal. <a href="https://bit.ly/KidsVaxFAQ">https://bit.ly/KidsVaxFAQ</a>	Pediatricians recommend the #COVID19 vaccine for kids 5-11 years old. Thorough safety review showed this smaller dose of the Pfizer vaccine for kids was about 91% effective at preventing symptomatic #COVID19. Learn more at <a href="https://bit.ly/KidsVaxFAQ">https://bit.ly/KidsVaxFAQ</a>
Pediatric Vaccines for Ages 5-11	Attention parents: After thorough safety review, @CDCGlobal recommends the Pfizer #COVID 19 vaccine for kids 5-11 that has been authorized by the @FDA. Schedule your child's vaccination appointment here: <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a>	Attention parents: After thorough safety review, @CDCgov recommends the Pfizer #COVID 19 vaccine for kids 5-11 that has been authorized by the @US_FDA. Schedule your child's vaccination appointment here: <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a>



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# COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED NOV. 19, 2021

Topic	Facebook Message	Twitter/Instagram Message
Pediatric Vaccines for Ages 5-11	The #COVID19 vaccine is now available for children ages 5-11. We know you have questions, and we have answers. The facts show that the vaccine is safe, effective, and has been rigorously tested. Learn more about #COVID19 vaccines for children in our #FAQ at <a href="https://bit.ly/KidsVaxFAQ">https://bit.ly/KidsVaxFAQ</a> .	The #COVID19 vaccine is now available for kids ages 5-11. We know you have questions, and we have answers. The facts show that the vaccine is safe, effective, and has been rigorously tested. Learn more about #COVID19 vaccines for children in our #FAQ: <a href="https://bit.ly/KidsVaxFAQ">https://bit.ly/KidsVaxFAQ</a> .
Pediatric Vaccines for Ages 5-11	Now that the #COVID19 vaccine is available for kids 5-11, you may be wondering where your child can get vaccinated. Many hospitals, pharmacies, health departments and some pediatricians are booking appointments. Find a provider near you <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a>	Now that the #COVID19 vaccine is available for kids 5-11, you may be wondering where your child can get vaccinated. Many hospitals, pharmacies, health departments and some pediatricians are booking appointments. Find a provider near you <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a>
Pediatric Vaccines for Ages 5-11	The #COVID19 vaccine is now available for children ages 5-11. The vaccine is safe, effective, and has been rigorously tested. Now is the time to get your child vaccinated. Schedule an appointment here: <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a>	The #COVID19 vaccine is now available for children ages 5-11. The vaccine is safe, effective, and has been rigorously tested. Now is the time to get your child vaccinated. Schedule an appointment here: <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a>
Pediatric Vaccines for Ages 5-11	The smaller-dose #COVID19 vaccine for kids 5-11 has been shown to be 91% effective at preventing symptomatic #COVID19. There is no evidence the vaccine impacts future fertility, and it is safe for your kids. Learn more at <a href="https://bit.ly/KidsVaxFAQ">https://bit.ly/KidsVaxFAQ</a> .	The smaller-dose #COVID19 vaccine for kids 5-11 has been shown to be 91% effective at preventing symptomatic #COVID19. There is no evidence the vaccine impacts future fertility, and it is safe for your kids. Learn more at <a href="https://bit.ly/KidsVaxFAQ">https://bit.ly/KidsVaxFAQ</a> .
Pediatric Vaccines for Ages 5-11	Parents may worry about rare adverse effects of the #COVID19 vaccine, like myocarditis, an inflammation of the heart muscle. Fortunately, this risk is rare, something most people recover from on their own, and much more likely after being infected with COVID-19 than being vaccinated. Learn more at <a href="https://bit.ly/KidsVaxFAQ">https://bit.ly/KidsVaxFAQ</a> .	Parents may worry about rare adverse effects of the #COVID19 vaccine, like myocarditis. Fortunately, this risk is rare, something most people recover from on their own, & much more likely after being infected with COVID-19 than being vaccinated. More: <a href="https://bit.ly/KidsVaxFAQ">https://bit.ly/KidsVaxFAQ</a> .
Pediatric Vaccines for Ages 5-11	You've got questions about COVID-19 vaccines, and we've got answers. Learn more about the safe, effective COVID-19 vaccines available for kids at <a href="https://bit.ly/KidsVaxFAQ">https://bit.ly/KidsVaxFAQ</a> .	You've got questions about COVID-19 vaccines, and we've got answers. Learn more about the safe, effective COVID-19 vaccines available for kids at <a href="https://bit.ly/KidsVaxFAQ">https://bit.ly/KidsVaxFAQ</a> .

# COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED NOV. 19, 2021

Topic	Facebook Message	Twitter/Instagram Message
<b>Boosters</b>		
Boosters	<p>Are you eligible for a COVID-19 booster? You must be 18+ and either</p> <ul style="list-style-type: none"> <li>✓ Had your single dose of the J&amp;J vaccine at least 2 months ago OR</li> <li>✓ Completed the Pfizer or Moderna vaccine series (2 doses) at least 6 months ago.</li> </ul> <p>Learn more or book your appointment at <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a>.</p>	<p>Are you eligible for a COVID-19 booster? You must be 18+ and either</p> <ul style="list-style-type: none"> <li>✓ Had your single dose of the J&amp;J vaccine at least 2 months ago OR</li> <li>✓ Completed the Pfizer or Moderna vaccine series (2 doses) at least 6 months ago.</li> </ul> <p>Learn more or book your appointment at <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a>.</p>
Boosters	<p>You can get a #COVID19 booster if you're fully vaccinated and 18 or older if you:</p> <ul style="list-style-type: none"> <li>✓ Had your single dose of the J&amp;J vaccine at least 2 months ago OR</li> <li>✓ Completed the Pfizer or Moderna vaccine series (2 doses) at least 6 months ago.</li> </ul> <p>Learn more or book your appointment at <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a></p>	<p>Adults 18+ can get a #COVID19 booster if you're fully vaccinated and you:</p> <ul style="list-style-type: none"> <li>✓ Had your single dose of the J&amp;J vaccine at least 2 months ago OR</li> <li>✓ Completed the Pfizer or Moderna vaccine series (2 doses) at least 6 months ago.</li> </ul> <p>Learn more at <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a></p>
Boosters	<p>Boosters are now available for fully vaccinated Ohioans 18+. Learn more about #COVID19 booster eligibility at <a href="https://bit.ly/OHBoosterInfo">https://bit.ly/OHBoosterInfo</a>. Learn more and book an appointment at <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a>.</p>	<p>Boosters are now available for fully vaccinated Ohioans 18+. Learn more about #COVID19 booster eligibility at <a href="https://bit.ly/OHBoosterInfo">https://bit.ly/OHBoosterInfo</a>. Learn more and book an appointment at <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a>.</p>
Boosters	<p>The #COVID19 vaccines continue to be effective, and boosters give certain people added protection. Learn more: <a href="https://bit.ly/OHBoosterInfo">https://bit.ly/OHBoosterInfo</a></p>	<p>The #COVID19 vaccines continue to be effective, and boosters give certain people added protection. Learn more: <a href="https://bit.ly/OHBoosterInfo">https://bit.ly/OHBoosterInfo</a></p>
Boosters	<p>Fully vaccinated Ohioans 18 and older can schedule their #COVID19 booster dose at <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a> or learn more w/ #FAQ at <a href="https://bit.ly/OHBoosterInfo">https://bit.ly/OHBoosterInfo</a>.</p>	<p>Fully vaccinated Ohioans 18 and older can schedule their #COVID19 booster dose at <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a> or learn more w/ #FAQ at <a href="https://bit.ly/OHBoosterInfo">https://bit.ly/OHBoosterInfo</a>.</p>









# COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED NOV. 19, 2021

Topic	Facebook Message	Twitter/Instagram Message
<b>COVID-19 and pregnancy</b>		
COVID-19 and pregnancy	Pregnant women are at higher risk for severe #COVID19 illness, including pregnancy complications like miscarriage or stillbirth. There is no evidence of an increased risk of pregnancy complications with safe, effective COVID-19 vaccines. Protect yourself and your growing family today. <a href="https://bit.ly/VaxFAQsPregnant">https://bit.ly/VaxFAQsPregnant</a>	Pregnant women are at higher risk for severe #COVID19 illness, including pregnancy complications like miscarriage or stillbirth. There's no evidence of an increased risk of pregnancy complications w/ COVID-19 vaccines. Protect yourself & your baby. <a href="https://bit.ly/VaxFAQsPregnant">https://bit.ly/VaxFAQsPregnant</a>
COVID-19 and pregnancy	Pregnant women are at higher risk for complications from a #COVID19 illness, including pregnancy complications like miscarriage or stillbirth. There's no evidence that COVID-19 vaccines present an increased risk of pregnancy complications and are recommended by @ACOGNational, @SocietyforMaternalFetalMedicine & @CDCGlobal. Learn more to protect yourself and your baby today. <a href="https://bit.ly/VaxFAQsPregnant">https://bit.ly/VaxFAQsPregnant</a>	Pregnant women are at higher risk for severe #COVID19 illness, including pregnancy complications like miscarriage or stillbirth. There's no evidence of an increased risk of pregnancy complications with COVID-19 vaccines recommended by @ACOG, @MySMFM & @CDCgov. <a href="https://bit.ly/VaxFAQsPregnant">https://bit.ly/VaxFAQsPregnant</a>
COVID-19 and pregnancy	Women who are pregnant, or have recently been pregnant, are at increased risk for severe illness and complications from COVID-19. @ACOGNational, @SocietyforMaternalFetalMedicine & @CDCGlobal all recommend the vaccines for pregnant women. <a href="https://bit.ly/VaxFAQsPregnant">https://bit.ly/VaxFAQsPregnant</a>	Women who are pregnant, or have recently been pregnant, are at increased risk for severe illness and complications from COVID-19. @ACOG, @MySMFM & @CDCgov all recommend the vaccines for pregnant women. <a href="https://bit.ly/VaxFAQsPregnant">https://bit.ly/VaxFAQsPregnant</a>
COVID-19 and pregnancy	Pregnant women are at higher risk for complications from a COVID-19 illness. The best way to protect mother and baby is to choose to get a #COVID19 vaccine. <a href="https://bit.ly/VaxFAQsPregnant">https://bit.ly/VaxFAQsPregnant</a>	Pregnant women are at higher risk for complications from a COVID-19 illness. The best way to protect mother and baby is to choose to get a #COVID19 vaccine. <a href="https://bit.ly/VaxFAQsPregnant">https://bit.ly/VaxFAQsPregnant</a>
<b>Ohio Vax-2-School</b>		
Ohio Vax-2-School (deadline Dec. 1, 2021)	Younger Ohioans 5-25! Get your COVID-19 shot and get a shot at one of five \$100,000 scholarships or one of 150 \$10,000 scholarships to use at any Ohio college, university, trade/technical school, or career program of your choice! Enter now at OhioVax2School.com #OhioVax2School	Younger Ohioans 5-25! Get your COVID-19 shot and get a shot at one of five \$100,000 scholarships or one of 150 \$10,000 scholarships to use at any Ohio college, university, trade/technical school, or career program of your choice! Enter now: OhioVax2School.com #OhioVax2School
Ohio Vax-2-School (deadline Dec. 1, 2021)	#OhioVax2School is giving Ohioans ages 5-25 a chance at one of five \$100,000 scholarships or one of 150 \$10,000 scholarships! Enter at OhioVax2School.com	#OhioVax2School is giving Ohioans ages 5-25 a chance at one of five \$100,000 scholarships or one of 150 \$10,000 scholarships! Enter at OhioVax2School.com

# COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED NOV. 19, 2021

Topic	Facebook Message	Twitter/Instagram Message
Ohio Vax-2-School (deadline Dec. 1, 2021)	#DYK that your odds of winning are the same whether you enter #OhioVax2School online or by phone? Make your registration process quick and easy – visit OhioVax2School.com or call 1- 833-4-ASK-ODH.	#DYK that your odds of winning are the same whether you enter #OhioVax2School online or by phone? Make your registration process quick and easy – visit OhioVax2School.com or call 1- 833-4-ASK-ODH.
Ohio Vax-2-School (deadline Dec. 1, 2021)	Friendly reminder: it's quick and easy to register for #OhioVax2School at OhioVax2School.com If you don't have internet, you can also call 1-833-4-ASK-ODH. The odds are the same, whether you enter online or by phone.	Friendly reminder: it's quick and easy to register for #OhioVax2School at OhioVax2School.com If you don't have internet, you can also call 1-833-4-ASK-ODH. The odds are the same, whether you enter online or by phone.
Ohio Vax-2-School (deadline Dec. 1, 2021)	There's a total of \$2 million in scholarships that Ohioans 5-25 can win, just for being vaccinated against #COVID19! Vaccinated young people can enter the #OhioVax2School drawing here: OhioVax2School.com	There's a total of \$2 million in scholarships that Ohioans 5-25 can win, just for being vaccinated against #COVID19! Vaccinated young people can enter the #OhioVax2School drawing here: OhioVax2School.com
Ohio Vax-2-School (deadline Dec. 1, 2021)	#DYK? Ohioans 5-25 who have received at least one dose of a #COVID19 vaccine at any time since the vaccines have been available is eligible to win up to \$100,000 in scholarship money! Enter the #OhioVax2School drawing today: OhioVax2School.com	#DYK? Ohioans 5-25 who have received at least one dose of a #COVID19 vaccine at any time since the vaccines have been available is eligible to win up to \$100,000 in scholarship money! Enter the #OhioVax2School drawing today: OhioVax2School.com
Ohio Vax-2-School (deadline Dec. 1, 2021)	ATTENTION Ohioans 5-25 and parents/guardians:  Get your #COVID19 vaccine.  Register at OhioVax2School.com  Get your chance to win one of five \$100,000 scholarships or one of 150(!) \$10,000 scholarships.  Don't miss out. Register now for the weekly #OhioVax2School drawings!	ATTN. Ohioans 5-25!  Get your #COVID19 vaccine.  Register at OhioVax2School.com  Get your chance to win one of five \$100,000 scholarships or one of 150(!) \$10,000 scholarships.  Don't miss out. Register now for the weekly #OhioVax2School drawings!
Ohio Vax-2-School (deadline Dec. 1, 2021)	Got questions about #OhioVax2School? Visit OhioVax2School.com or call 1- 833-4-ASK-ODH to learn more about the program and how you can enter!	Got questions about #OhioVax2School? Visit OhioVax2School.com or call 1- 833-4-ASK-ODH to learn more about the program and how you can enter!

# COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED NOV. 19, 2021

Topic	Facebook Message	Twitter/Instagram Message
Ohio Vax-2-School (deadline Dec. 1, 2021)	Interested in entering the #OhioVax2School drawing? You'll only need to enter once! Remember, entries from the Vax-A-Million drawing do not roll over. Enter at OhioVax2School.com	Interested in entering the #OhioVax2School drawing? You'll only need to enter once! Remember, entries from the Vax-A-Million drawing do not roll over. Enter at OhioVax2School.com
Ohio Vax-2-School (deadline Dec. 1, 2021)	If your child is age 5 or older, and has received the COVID-19 vaccination, your child is eligible to win one of 150 \$10,000 scholarships and five \$100,000 scholarships to an Ohio college or university for career or technical education! Visit OhioVax2School.com to register today. #OhioVax2School	Attention Ohio parents of children age 5 or older! Your child could win a college scholarship with Ohio Vax-2-School after receiving a COVID-19 vaccination. Visit OhioVax2School.com to get the details. #OhioVax2School
Ohio Vax-2-School (deadline Dec. 1, 2021)	Ohio Vax-2-School is awarding scholarships worth \$10,000 and \$100,000! Get your COVID-19 shot and get to OhioVax2School.com to enter today! #OhioVax2School	Ohio Vax-2-School is awarding scholarships worth \$10,000 and \$100,000! Get your COVID-19 shot and get to OhioVax2School.com to enter today! #OhioVax2School
<b>General Posts about COVID-19 Vaccines</b>		
Safety and Efficacy	All the #COVID19 vaccines available in Ohio have been proven safe and effective at preventing serious illness, hospitalization, and death from COVID-19. Learn more about how these different vaccines work. <a href="http://bit.ly/AboutVaccinesOhio">http://bit.ly/AboutVaccinesOhio</a>	All the #COVID19 vaccines available in Ohio have been proven safe and effective at preventing serious illness, hospitalization, and death from COVID-19. Learn more about how these different vaccines work. <a href="http://bit.ly/AboutVaccinesOhio">http://bit.ly/AboutVaccinesOhio</a>
Safety and Efficacy	All the available #COVID19 vaccines have been proven safe and effective at preventing serious illness, hospitalization, and death from COVID-19. Getting vaccinated with the first vaccine available to you can help protect you from COVID-19. Learn more <a href="https://coronavirus.ohio.gov/vaccine">→</a> <a href="https://coronavirus.ohio.gov/vaccine">https://coronavirus.ohio.gov/vaccine</a>	All the available #COVID19 vaccines have been proven safe & effective at preventing serious illness, hospitalization, and death from #COVID19. Getting vaccinated w/ the first vaccine available to you can help protect you. Learn more <a href="https://coronavirus.ohio.gov/vaccine">→</a> <a href="https://coronavirus.ohio.gov/vaccine">https://coronavirus.ohio.gov/vaccine</a>

# COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED NOV. 19, 2021

Topic	Facebook Message	Twitter/Instagram Message
Vaccine development process and safety	How can you be sure a #COVID19 vaccine will be safe? The @FDA thoroughly tests vaccines before they are offered to the public. <a href="https://www.cdc.gov/vaccines/hcp/conversations/ensuring-safe-vaccines.html">https://www.cdc.gov/vaccines/hcp/conversations/ensuring-safe-vaccines.html</a> <i>[Use <a href="#">ODH graphic</a> or <a href="#">FDA graphic</a> about vaccine authorization process]</i>	How can you be sure a #COVID19 vaccine will be safe? The @US_FDA thoroughly tests vaccines before they are offered to the public. <a href="https://www.cdc.gov/vaccines/hcp/conversations/ensuring-safe-vaccines.html">https://www.cdc.gov/vaccines/hcp/conversations/ensuring-safe-vaccines.html</a> <i>[Use <a href="#">ODH graphic</a> or <a href="#">FDA graphic</a> about vaccine authorization process]</i>
Vaccine development process and safety	Curious about #COVID19 vaccine safety? This graphic explains the @US Food and Drug Administration process for vaccine authorization. <a href="https://www.cdc.gov/vaccines/hcp/conversations/ensuring-safe-vaccines.html">https://www.cdc.gov/vaccines/hcp/conversations/ensuring-safe-vaccines.html</a> <i>[Use <a href="#">ODH graphic</a> or <a href="#">FDA graphic</a> about vaccine authorization process]</i>	Curious about #COVID19 vaccine safety? This graphic explains the @US_FDA review process for vaccine authorization. <a href="https://www.cdc.gov/vaccines/hcp/conversations/ensuring-safe-vaccines.html">https://www.cdc.gov/vaccines/hcp/conversations/ensuring-safe-vaccines.html</a> <i>[Use <a href="#">ODH graphic</a> or <a href="#">FDA graphic</a> about vaccine authorization process]</i>
Side effects	Side effects from #COVID19 vaccines are mild, and are normal signs that your body is building protection. Similar to side effects from other vaccines, like a flu shot, they should go away in a few days. Some people have reported experiencing soreness or redness at the site of the injection, body aches, headaches or fever, lasting for a day or two.	Side effects from #COVID19 vaccines are mild, and are normal signs that your body is building protection. Similar to when you get another vaccine, like a flu shot, side effects last 1-2 days and can include soreness, body aches, headache, or fever.
Side effects	Not everyone experiences side effects when they get a #COVID19 vaccine. For those who do, the side effects tend to be mild and don't last long – only 1-2 days. You could experience soreness, body aches, headache, or fever.	Not everyone experiences side effects when they get a #COVID19 vaccine. For those who do, the side effects tend to be mild and don't last long – only 1-2 days. You could experience soreness, body aches, headache, or fever.
Side effects	Mild side effects from the #COVID19 vaccine can be inconvenient, but are much better than getting seriously ill or hospitalized with a COVID-19 infection. Not everyone experiences side effects, and for those who do, the side effects tend to be mild and don't last long – only 1-2 days. You could experience soreness, body aches, headache, or fever.	Mild side effects from the #COVID19 vaccine can be inconvenient, but are much better than getting seriously ill or hospitalized with a COVID-19 infection. Not everyone experiences side effects, which are often mild and only last 1-2 days.
FAQ	You've got questions about COVID-19 vaccines, and we've got answers. Learn more about the safe, effective COVID-19 vaccines available in Ohio at <a href="https://bit.ly/OhioVaccineFAQ">https://bit.ly/OhioVaccineFAQ</a> .	You've got questions about COVID-19 vaccines, and we've got answers. Learn more about the safe, effective COVID-19 vaccines available in Ohio at <a href="https://bit.ly/OhioVaccineFAQ">https://bit.ly/OhioVaccineFAQ</a> .

# COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED NOV. 19, 2021

Topic	Facebook Message	Twitter/Instagram Message
FAQ	We know you have questions about the #COVID19 vaccines, like “Are they effective?” and “What are the side effects?” Learn this and more in the COVID-19 vaccine FAQ <a href="https://bit.ly/OhioVaccineFAQ">→ https://bit.ly/OhioVaccineFAQ</a>	We know you have questions about the #COVID19 vaccines, like “Are they effective?” and “What are the side effects?” Learn this and more in the COVID-19 vaccine FAQ <a href="https://bit.ly/OhioVaccineFAQ">→ https://bit.ly/OhioVaccineFAQ</a>
How Different Vaccines Work	What is the difference between the available COVID-19 vaccines, and how do they work? Learn more about the different vaccines and how they work <a href="http://bit.ly/AboutVaccinesOhio">→ http://bit.ly/AboutVaccinesOhio</a>	What is the difference between the available COVID-19 vaccines, and how do they work? Learn more about the different vaccines and how they work <a href="http://bit.ly/AboutVaccinesOhio">→ http://bit.ly/AboutVaccinesOhio</a>
How Different Vaccines Work	How exactly do the different types of COVID-19 vaccines work? How are they similar? How are they different? Here is what to know about the vaccines <a href="http://bit.ly/AboutVaccinesOhio">→ http://bit.ly/AboutVaccinesOhio</a>	How exactly do the different types of #COVID19 vaccines work? How are they similar? How are they different? Here is what to know about the vaccines <a href="http://bit.ly/AboutVaccinesOhio">→ http://bit.ly/AboutVaccinesOhio</a>
<b>Trust the Facts</b>		
Trust the Facts	Odds are, you’ve heard a rumor about COVID-19 vaccines, leaving you with more questions than answers. Learn the truth and #TrustTheFacts at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> .	Odds are, you’ve heard a myth about COVID-19 vaccines, leaving you with more questions than answers. Learn the truth and #TrustTheFacts at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> .
Trust the Facts	Curious about COVID-19 vaccines? 😬 Separate facts from fiction at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> . #TrustTheFacts [Insert a “Trust the Facts” graphic]	Curious about COVID-19 vaccines? 😬 Separate facts from fiction at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> . #TrustTheFacts [Insert a “Trust the Facts” graphic]
Trust the Facts	Fact: #COVID19 vaccines weren’t rushed and have been thoroughly vetted through a rigorous safety assessment involving independent medical professionals. Learn more at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> . [Insert “Trust the Facts - 1” graphic]	Fact: #COVID19 vaccines weren’t rushed and have been thoroughly vetted through a rigorous safety assessment involving independent medical professionals. Learn more at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> . [Insert “Trust the Facts - 1” graphic]

# COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED NOV. 19, 2021

Topic	Facebook Message	Twitter/Instagram Message
Trust the Facts	Fact: You can't get COVID-19 from receiving a #COVID19 vaccine. Having symptoms like fever or soreness after you get a vaccine is a normal sign that your immune system is learning to fight the virus. Learn more at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> . [Insert "Trust the Facts - 2" graphic]	Fact: You can't get #COVID19 from a COVID-19 vaccine. Having symptoms, like fever or soreness, after you get a #vaccine is a normal sign that your immune system is learning to fight the virus. Learn more at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> . [Insert "Trust the Facts - 2" graphic]
Trust the Facts	Fact: #COVID19 vaccines won't change your DNA or alter your genetic makeup. Learn more #COVID19 vaccine facts at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> . [Insert "Trust the Facts - 6" graphic]	Fact: #COVID19 vaccines won't change your DNA or alter your genetic makeup. Learn more COVID-19 vaccine facts at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> . [Insert "Trust the Facts - 6" graphic]
Trust the Facts	Fact: #COVID19 vaccine injections do NOT contain microchips or tracking devices. Find reliable, trustworthy information from the @Ohio Department of Health or @CDC, and learn more at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> . [Insert "Trust the Facts - 7" graphic]	Fact: #COVID19 vaccine injections do NOT contain microchips or tracking devices. Find reliable, trustworthy information from the @OHDeptofHealth or @CDCgov, and learn more at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> . [Insert "Trust the Facts - 7" graphic]
Trust the Facts	FACT: COVID-19 vaccine development and clinical trials were thorough, and thanks to a strategic scientific effort to streamline processes, could be developed more efficiently than previous vaccines. Learn more at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> .	FACT: COVID-19 vaccine development and clinical trials were thorough, and thanks to a strategic scientific effort to streamline processes, could be developed more efficiently than previous vaccines. Learn more at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> .
Trust the Facts	Trust the FACTS: COVID-19 vaccines don't implant you with tracking chips, give you COVID-19, cause autism, or alter your DNA. They are safe and effective. See more debunked myths at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> .	Trust the FACTS: #COVID19 vaccines don't implant you with tracking chips, give you #COVID19, cause autism, or alter your DNA. They are safe and effective. See more debunked myths at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> .
Trust the Facts	Trust the FACTS: COVID-19 vaccines were not rushed. The development and clinical trials were thorough, and the vaccines are safe and effective. Find reliable, trustworthy information from the @Ohio Department of Health or @CDC, and learn more at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> .	Trust the FACTS: #COVID19 vaccines weren't rushed. The development and clinical trials were thorough, and the vaccines are safe and effective. Find reliable, trustworthy information from @OHDeptofHealth & @CDCgov; learn more at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> .
Trust the Facts	Trust the FACTS: #COVID19 vaccines won't change your DNA, alter your genetic makeup, or implant you with a tracking chip. See more debunked myths at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> .	Trust the FACTS: #COVID19 vaccines won't change your DNA, alter your genetic makeup, or implant you with a tracking chip. See more debunked myths at <a href="https://bit.ly/OHVaxFacts">https://bit.ly/OHVaxFacts</a> .



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# COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED NOV. 19, 2021

Topic	Facebook Message	Twitter/Instagram Message
<b>What to Expect After Getting a COVID-19 Vaccine</b>		
What to Expect After Getting a Vaccine	After getting a COVID-19 vaccine, you should expect some side effects as your body creates an immune response. Side effects, such as fever, chills, headache, and tiredness, are normal, and may increase with the second dose. Learn more: <a href="https://bit.ly/VaxAppointmentPlanning">https://bit.ly/VaxAppointmentPlanning</a>	After getting a #COVID19 vaccine, you may have some side effects as your body creates an immune response. This is normal. Learn more: <a href="https://bit.ly/VaxAppointmentPlanning">https://bit.ly/VaxAppointmentPlanning</a>
What to Expect After Getting a Vaccine	When you get a COVID-19 vaccine, you can expect pain and soreness in the arm where you got the shot. Other common side effects are fever, chills, headache, and tiredness. These side effects are normal as your body creates an immune response to protect you from COVID-19, and may increase with the second dose. Learn more: <a href="https://bit.ly/VaxAppointmentPlanning">https://bit.ly/VaxAppointmentPlanning</a>	When you get a #COVID19 vaccine, you may have pain and soreness in the arm where you got the shot. Other common side effects are fever, chills, headache, and tiredness. Learn more: <a href="https://bit.ly/VaxAppointmentPlanning">https://bit.ly/VaxAppointmentPlanning</a>
<b>Plain Language/Low Literacy</b>		
Plain Language/ Low Literacy	COVID-19 is an illness making people very sick. COVID-19 vaccines can protect you from getting sick from COVID-19. It is your choice to get the COVID-19 vaccine or not. Read more <a href="http://bit.ly/OHVaccine-PlainFAQ">http://bit.ly/OHVaccine-PlainFAQ</a>	COVID-19 is an illness making people very sick. COVID-19 vaccines can protect you from getting sick from COVID-19. It is your choice to get the COVID-19 vaccine or not. Read more <a href="http://bit.ly/OHVaccine-PlainFAQ">http://bit.ly/OHVaccine-PlainFAQ</a>
Plain Language/ Low Literacy	Getting COVID-19 is bad for you. It can make people very sick. Just like a flu shot can protect you from getting the flu, new COVID-19 vaccines can protect you from getting COVID-19. Read more <a href="http://bit.ly/OHVaccine-PlainFAQ">http://bit.ly/OHVaccine-PlainFAQ</a>	Getting COVID-19 is bad for you. It can make people very sick. Just like a flu shot can protect you from getting the flu, new COVID-19 vaccines can protect you from getting COVID-19. Read more <a href="http://bit.ly/OHVaccine-PlainFAQ">http://bit.ly/OHVaccine-PlainFAQ</a>
Plain Language/ Low Literacy	How can a vaccine protect you from getting very sick from COVID-19? Learn more here <a href="http://bit.ly/OHVaccine-PlainFAQ">http://bit.ly/OHVaccine-PlainFAQ</a>	How can a vaccine protect you from getting very sick from COVID-19? Learn more here <a href="http://bit.ly/OHVaccine-PlainFAQ">http://bit.ly/OHVaccine-PlainFAQ</a>
<b>Public Service Announcement Videos</b>		
For Your Team and Your Community	Take the shot for your family, your friends, your community, and your team. #TakeTheShot #InThisTogetherOhio <a href="https://www.youtube.com/watch?v=KshP5io-pr4">https://www.youtube.com/watch?v=KshP5io-pr4</a>	Take the shot for your family, your friends, your community, and your team. #TakeTheShot #InThisTogetherOhio <a href="https://www.youtube.com/watch?v=KshP5io-pr4">https://www.youtube.com/watch?v=KshP5io-pr4</a>
Former Cincinnati Reds Player	Progress and science have given us a shot to beat this pandemic. Former @Reds MVP @BarryLarkin wants Ohioans to take this shot together. <a href="https://www.youtube.com/watch?v=FnH3ik-LvKI">https://www.youtube.com/watch?v=FnH3ik-LvKI</a>	Progress and science have given us a shot to beat this pandemic. Former @Reds MVP @BarryLarkin wants Ohioans to take this shot together. <a href="https://www.youtube.com/watch?v=FnH3ik-LvKI">https://www.youtube.com/watch?v=FnH3ik-LvKI</a>



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Topic	Facebook Message	Twitter/Instagram Message
Cleveland Browns Coach	@clevelandbrowns coach Kevin Stefanski knows we need to roll up our sleeves to get back to the things we love, like the theatre, fairs, festivals, and football stadiums. It's time to roll up your sleeves, Ohio. <a href="https://www.youtube.com/watch?v=rRs5QgR-Doo">https://www.youtube.com/watch?v=rRs5QgR-Doo</a>	.@Browns coach Kevin Stefanski knows we need to roll up our sleeves to get back to the things we love, like the theatre, fairs, festivals, & football stadiums. It's time to roll up your sleeves, Ohio. <a href="https://www.youtube.com/watch?v=rRs5QgR-Doo">https://www.youtube.com/watch?v=rRs5QgR-Doo</a>
Side Effects	"You are more likely to miss at least 10 days of work from contracting COVID-19 than you are to have the side effects of the vaccine." Dr. Frederic Bertley, President and CEO of @COSI. <a href="https://www.youtube.com/watch?v=Sg1VrC5Q98I">https://www.youtube.com/watch?v=Sg1VrC5Q98I</a>	"You are more likely to miss at least 10 days of work from contracting COVID-19 than you are to have the side effects of the vaccine." Dr. Frederic Bertley, President and CEO of @COSI. <a href="https://www.youtube.com/watch?v=Sg1VrC5Q98I">https://www.youtube.com/watch?v=Sg1VrC5Q98I</a>
Vaccine Development	The vaccine was developed quickly, but not at the expense of safety. The COVID-19 vaccine was created using science we've been developing for more than 20 years. #InThisTogetherOhio <a href="https://www.youtube.com/watch?v=yt1bKBcDcvY">https://www.youtube.com/watch?v=yt1bKBcDcvY</a>	The vaccine was developed quickly, but not at the expense of safety. The COVID-19 vaccine was created using science we've been developing for more than 20 years. #InThisTogetherOhio <a href="https://www.youtube.com/watch?v=yt1bKBcDcvY">https://www.youtube.com/watch?v=yt1bKBcDcvY</a>
What is in the COVID-19 Vaccine	What's in a #COVID19 vaccine? Water, salt, sugar, fat, and the building blocks that teach your body how to fight #COVID19. Dr. Frederic Bertley, President and CEO of @COSI, explains. <a href="https://www.youtube.com/watch?v=-Gg5ETxxspA">https://www.youtube.com/watch?v=-Gg5ETxxspA</a>	What's in a #COVID19 vaccine? Water, salt, sugar, fat, and the building blocks that teach your body how to fight #COVID19. Dr. Frederic Bertley, President and CEO of @COSI, explains. <a href="https://www.youtube.com/watch?v=-Gg5ETxxspA">https://www.youtube.com/watch?v=-Gg5ETxxspA</a>
Doctors Talk About the Vaccine	Red tape was cut, not corners. The #COVID19 vaccines are safe, tested, and effective. <a href="https://www.youtube.com/watch?v=rMHidmwbwnU">https://www.youtube.com/watch?v=rMHidmwbwnU</a>	Red tape was cut, not corners. The #COVID19 vaccines are safe, tested, and effective. <a href="https://www.youtube.com/watch?v=rMHidmwbwnU">https://www.youtube.com/watch?v=rMHidmwbwnU</a>
Former Cincinnati Bengals Player Anthony Munoz	Retired Cincinnati Bengal and Pro Football Hall of Famer Anthony Munoz has always listened to his doctors. He's listening now, too. He took his shot. <a href="https://www.youtube.com/watch?v=dfGn5SFC6Dw">https://www.youtube.com/watch?v=dfGn5SFC6Dw</a>	Retired Cincinnati Bengal and Pro Football Hall of Famer Anthony Munoz has always listened to his doctors. He's listening now, too. He took his shot. <a href="https://www.youtube.com/watch?v=dfGn5SFC6Dw">https://www.youtube.com/watch?v=dfGn5SFC6Dw</a>
Former Cincinnati Bengals Player Anthony Munoz – Spanish	Anthony Munoz, jubilado de Cincinnati Bengal y miembro del Salón de la Fama del Fútbol Americano, siempre ha escuchado a sus médicos. Él también está escuchando ahora. Tomó su vacuna. <a href="https://www.youtube.com/watch?v=1uzt3VD2nRs">https://www.youtube.com/watch?v=1uzt3VD2nRs</a>	Anthony Munoz, jubilado de Cincinnati Bengal y miembro del Salón de la Fama del Fútbol Americano, siempre ha escuchado a sus médicos. Él también está escuchando ahora. Tomó su vacuna. <a href="https://www.youtube.com/watch?v=1uzt3VD2nRs">https://www.youtube.com/watch?v=1uzt3VD2nRs</a>



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UPDATED NOV. 19, 2021

Topic	Facebook Message	Twitter/Instagram Message
<b>GetTheShot Scheduling Tool</b>		
GetTheShot Scheduling Tool	<p>Looking for a COVID-19 vaccine provider near you? Ohio's #GetTheShot website is a one-stop shop for patients beginning the vaccination process. Visit <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a> to:</p> <ul style="list-style-type: none"> <li>🤔 Check whether or not you are currently eligible to receive the vaccine or boosters.</li> <li>🔍 Find available appointments nearby.</li> <li>📱 Sign up for updates and reminders.</li> </ul>	<p>Looking for a #COVID19 vaccine provider near you? Ohio's #GetTheShot website allows you to:</p> <ul style="list-style-type: none"> <li>🤔 Check if you're currently eligible to receive the vaccine or boosters.</li> <li>🔍 Find appointments nearby.</li> <li>📱 Sign up for updates and reminders.</li> </ul> <p><a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a></p>
GetTheShot Scheduling Tool	<p>How can Ohio's COVID-19 #GetTheShot website help you?</p> <ul style="list-style-type: none"> <li>✅ Check eligibility for booster doses.</li> <li>🔍 Find appointments nearby.</li> <li>📅 Schedule an appointment.</li> </ul> <p>Learn more at <a href="https://gettheshot.coronavirus.ohio.gov">https://gettheshot.coronavirus.ohio.gov</a>. #GetTheShot</p>	<p>How can Ohio's #COVID19 #GetTheShot website help you?</p> <ul style="list-style-type: none"> <li>✅ Check eligibility for booster doses.</li> <li>🔍 Find appointments nearby.</li> <li>📅 Schedule an appointment.</li> </ul> <p>Learn more at <a href="https://gettheshot.coronavirus.ohio.gov">https://gettheshot.coronavirus.ohio.gov</a>. #GetTheShot</p>
GetTheShot Scheduling Tool	<p>Safe. Effective. Rigorously tested. COVID-19 vaccines are here, and Ohioans can navigate the appointment process with Ohio's streamlined scheduling tool. Visit <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a> to see available appointments nearby. #GetTheShot</p>	<p>Safe. Effective. Rigorously tested. COVID-19 vaccines are here, and Ohioans can navigate the appointment process with Ohio's streamlined scheduling tool. Visit <a href="https://gettheshot.coronavirus.ohio.gov">gettheshot.coronavirus.ohio.gov</a> to see available appointments nearby. #GetTheShot</p>
GetTheShot Scheduling Tool	<p>Where can I get my COVID-19 vaccine?</p> <p>Check booster-dose eligibility, find appointments near you, and get scheduled at Ohio's one-stop #GetTheShot website. Learn more at <a href="https://gettheshot.coronavirus.ohio.gov">https://gettheshot.coronavirus.ohio.gov</a>. #GetTheShot</p>	<p>Where can I get my COVID-19 vaccine?</p> <p>Check booster-dose eligibility, find appointments near you, and get scheduled at Ohio's one-stop #GetTheShot website. Learn more at <a href="https://gettheshot.coronavirus.ohio.gov">https://gettheshot.coronavirus.ohio.gov</a>. #GetTheShot</p>

# COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED NOV. 19, 2021

Topic	Facebook Message	Twitter/Instagram Message
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GetTheShot Scheduling Tool	<p>❓ Am I eligible to get a #COVID19 vaccine booster?</p> <p>❓ Where can I find a provider near me?</p> <p>❓ How can I schedule an appointment?</p> <p>✅ Check eligibility, schedule appointments, get reminders and more at <a href="https://gettheshot.coronavirus.ohio.gov">https://gettheshot.coronavirus.ohio.gov</a>.</p> <p>#GetTheShot</p>	<p>❓ Am I eligible to get a #COVID19 vaccine booster?</p> <p>❓ Where can I find a provider near me?</p> <p>❓ How can I schedule an appointment?</p> <p>✅ Check eligibility, schedule appointments, get reminders and more at <a href="https://gettheshot.coronavirus.ohio.gov">https://gettheshot.coronavirus.ohio.gov</a>.</p> <p>#GetTheShot</p>
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Department  
of Health